



BRAND GUIDE



**We build companies that  
push the world forward.**

Incubator

Software Lab

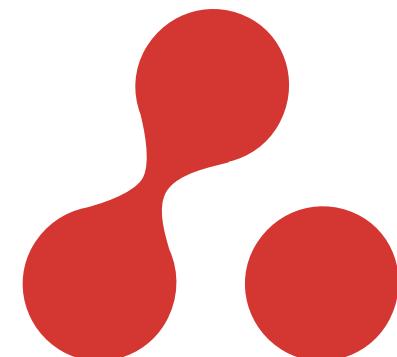
Angel Investor

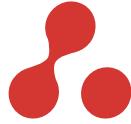
Accelerator

Venture Capital Firm

**Foundry Fund**

**A venture fund that founds  
companies.**





# Aa

Proxima Nova

Proxima Nova - Light

## **Proxima Nova - Bold**

**Atomic** is a venture fund that founds companies.

We prototype new companies and assemble teams to scale the most promising ideas into independent ventures.

# Aa

San Francisco

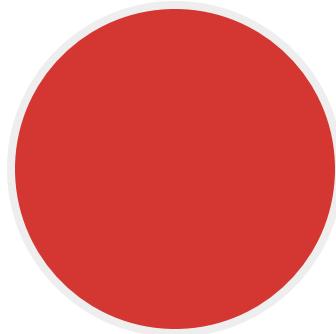
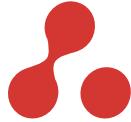
San Francisco - Regular

## **San Francisco - Bold**

**Atomic** is a venture fund that founds companies.

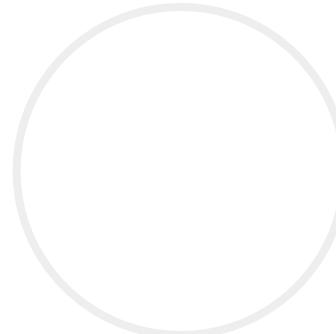
We prototype new companies and assemble teams to scale the most promising ideas into independent ventures.

\* If unavailable use Akkurat Pro, Helvetica Neue, or Arial



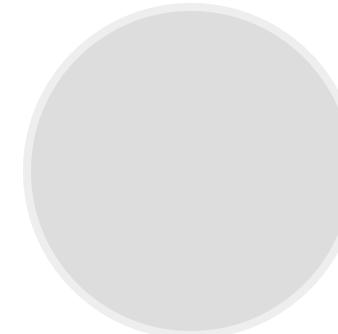
**PRIMARY ACCENT COLOR**

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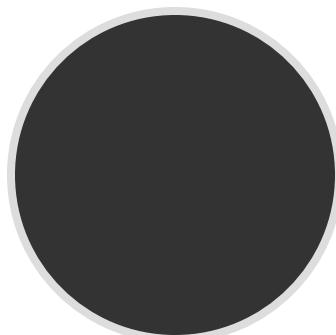
**BACKGROUND COLOR**

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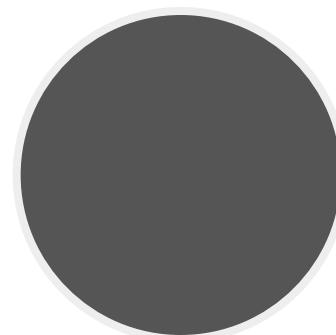
**VISUAL ACCENT COLOR**

#DDDDDD



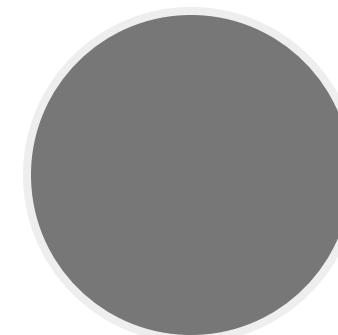
**BASE TEXT COLOR**

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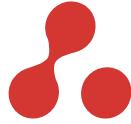
**HEADING TEXT COLOR**

#555555



**SECONDARY TEXT COLOR**

#777777



### Color Logo

Use on white background



### White Logo

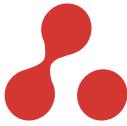
Use on colored and black backgrounds



### Black Logo

Use only in Black and white situations





**Jack Abraham**

Founder & Partner

**ATOMIC**

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## Email Signature

**ATOMIC**

~~Atomic Foundry~~

~~Atomic Management~~

~~Atomic Venture Capital~~

~~Atomic Labs~~

~~Atomic VC~~

~~Atomic ve~~

